

Job Description:

The Executive Director of the Salado Chamber of Commerce and Tourism Bureau is responsible for the implementation and achievement of the objectives approved by the Board of Directors and Board of Aldermen; implementing the Annual Action Plan; maintaining and improving the Bureau's financial stability; increasing and retaining membership and representing the Bureau to various external organizations. This position will help develop and implement an economic development strategy for the Village of Salado including recruitment and expansion of new businesses in the tourism industry. Additionally, the Executive Director will act as the Chief Operating Officer responsible for the management of all daily operations of the Bureau and staff.

General Responsibilities:

- Implement the policies and procedures set forth by the Board of Directors and the Board of Aldermen.
- Ensure the Bureau meets or exceeds the goals established while presenting a positive image to the public.
- Oversee and implement coordination, marketing, and communication efforts; including website, social media, electronic newsletters, and reports.
- Coordinate professional training for Bureau staff.

Economic Development

- Assist in the planning, coordination, and execution of economic development and marketing initiatives of the Village.
- Develop and manage on-going relationships with current and prospective partners, business owners, and stakeholders.
- Develop and implement a Tourism/Venue Master Plan and associated branding. Identify needs and prepare/evaluate programs designed to meet those needs such as expansion/retention of business, recruitment of business, and revitalization of downtown. Develop and implement target market list for venues, attractions, and target businesses.
- Identify and address needs for workforce development.

Event & Tourism Development

- Manage and oversee the Event Coordinator position.
- Develop and implement a Tourism Marketing Plan.
- Provide necessary oversight, direction, and assistance with all Bureau Events.
- Make recommendations to cut, consolidate, or revamp existing events and recommend new events as applicable. Report event profitability.
- Work with entertainment hotels, venues, meeting venues, restaurants, etc to create packages to market to groups, retreats, and visitors through website and social media and to recruit group, retreat, and convention meetings.

Membership Growth & Retention

- Communicate and provide services for both existing and new businesses to increase membership; listen to business concerns and encourage active participation in Bureau sponsored training, networking, events, and ribbon-cutting.

- Set goals for acquiring new members and provide monthly reports to the Chamber Board of Directors and BOA.

Administration & Finance

- Prepare the annual budget request in coordination with the Chamber Treasurer, Village Finance Officer, and Supervisory Board.
- Develop an understanding of the Village accounting system and insure proper coding of invoices and fund transfers.
- Oversee and monitor the billing and payment of membership dues, sponsorship dues, and marketing dues following procedures to encourage timely payment.
- Prepare agendas, minutes, and supporting documentation for the BOA and Supervisory Board meetings.

Community Liaison/Outreach

- Develop and maintain beneficial relations with other organizations and act as the spokesperson for the Bureau.
- Assist with development and implementation of the Main Street Master Plan and related branding.
- Schedule and/or attend meetings of various groups within the business community involving functions or projects related to the Bureau.

Public Relations & Marketing

- Manage and oversee the Public Relations position.
- Develop and implement a Tourism Marketing Plan and branding.
- Perform public relations duties and public speaking related to the Bureau's interest.
- Expand use of social media for all activities in the Action Plan
- Oversee the continuous improvement and maintenance of website and community calendar.
- Conduct marketing efforts to grow group business and conference events.
- Issue press releases and letters to local and statewide press, business clients, and public officials.
- Oversee development of all publications, brochures, member materials, newsletters, and promotional literature for the Bureau.
- Engage in governmental relations and regional cooperative initiatives.

Minimum Qualifications

- Bachelor degree with 5 years' experience in Tourism, Chamber of Commerce, or Economic Development. (8 years' experience with no Bachelor degree)
- 1 year direct supervisory experience.
- Proficiency in social media including Constant Contact, Twitter, Facebook, and Instagram.
- Fluency in Microsoft Office Suite.

Position open until filled. For consideration, please submit a complete application, along with a resume to the Village of Salado 301 N. Stagecoach Rd, Salado, Texas 76571, by e-mail to yos@saladotx.gov, or by fax (254) 947-5061. Applications may be found on our website www.saladotx.gov. Resumes received without an application will not be considered.